

Master Sign Plan

16-029ARB/MSP – Sign – BSD Historic Core

Berkshire Hathaway – 109 ½ South High Street

This is a proposal for the installation of two new projecting signs for an existing carriage house located south of Pinney Hill Lane at the intersection with Mill Lane. This is a request for review and recommendation of approval to the Architectural Review Board for a Master Sign Plan under the provisions of Zoning Code Sections 153.066(G) and 153.170 and the *Historic Dublin Design Guidelines*.

Date of Application Acceptance

Friday, April 8, 2016

Date of ART Determination

Thursday, April 21, 2016

Date of ARB Determination

Wednesday, April 27, 2016

Case Manager

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PART I: APPLICATION OVERVIEW

<i>Zoning District</i>	BSD Historic Core District
<i>Review Type</i>	Master Sign Plan
<i>Development Proposal</i>	Two new 5.8 square-foot projecting signs for an existing carriage house.
<i>Property Address</i>	109 ½ South High Street
<i>Property Owner</i>	Gemlaw Properties, LLC
<i>Applicant</i>	Tim and Sam Calhoon, Berkshire Hathaway
<i>Case Manager</i>	Nicki Martin, Planning Assistant

Application Review Procedure: Master Sign Plan

The purpose of a Master Sign Plan is to provide an opportunity for unique, coordinated, and context sensitive signs that may not meet the Bridge Street District Code requirements in Chapter 153 of the Dublin Zoning Code. The applicant has requested a Master Sign Plan which is necessary to allow for a coordinated and appropriate sign proposal given the structure's scale and location.

Application History

The existing carriage house is located to the rear of an existing 1842, two-story historic structure. The primary structure is a simple vernacular building with stone foundation, wood siding, and metal roof. The carriage house is a one-story structure with coordinated architectural elements and color scheme. The carriage house has entrances on the east and north elevations, and decorative garage doors on the west elevation.

In January 2016, the Architectural Review Board (ARB) approved a new projecting sign and directory sign plaque for the primary structure for GEM Law. The approved sign panel backgrounds are Amber Slate (CW-685) with Capitol White (CW-10) copy and edge detail.

On April 14th, ART reviewed a proposal for a projecting sign and wall mounted sign for the existing carriage house. The proposed package showed Berkshire Hathaway corporate colors, BHHS Custom Cabernet and BHHS Custom Cream for the signs. ART recommended the sign colors coordinate with the primary structure's approved signs. Additionally, ART determined due to location of the carriage house along Pinney Lane and Mill Lane two projecting signs are more appropriate for the accessory structure due to access and visibility. ART also recommended the applicant consider a mounting arm for the projecting signs that is more appropriate to the scale of the structure and height of the proposed signs.

PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS

Planning and Building Standards

The proposal includes two new projecting sign panels – one on the northern elevation mounted west of the entrance and a second on the western elevation centered above the garage doors. The applicant is showing a metal mounting arm appropriate to the scale of the structure. No sign illumination is proposed. The applicant has included three color scheme options for consideration. ART recommends approval of the color scheme that coordinates with the primary structure's approved signs with the Amber Slate background and Capitol White lettering. The proposed projecting signs are identical in size and meet Code requirements for size, and appear to meet code requirements for height and location. The applicant is requesting review and approval of the proposal as a MSP to permit two signs of the same type where signs of different types are required by Code.

§153.065(H) – Site Development Standards – Signs

Number		
Permitted	Proposed	Requirement
Three (3), Must be combination of different sign types	Two (2) projecting signs	Met with MSP

Proposed Ground Sign			
Permitted		Proposed	Requirement
Size	8 sq. ft.	5 sq. ft.	Met
Location	8 ft. clearance not extending more than 6ft. from structure	8 ft. clearance (north) Not shown (west)	Met with Condition
Height	Max. 6ft.	Not shown (north and west)	Met with Condition
Colors	Max. 3 colors	2	Met

Engineering, Parks & Open Space, Fire, Police, Economic Development

No comments.

PART III: APPLICABLE REVIEW STANDARDS

Applicable Master Sign Plan Criteria

The Code does not provide specific criteria for the approval of Master Sign Plans. The Administrative Review Team has reviewed this application based on the intent and purpose outlined in the Code for a Master Sign Plan, as follows:

- a) Allow a greater degree of flexibility and creativity in sign design and display.

- b) Ensure sign work is in a coordinated fashion to meet the general intent of signs in the District.
- c) Not intended to permit larger signs, more visible signs, or additional signs than permitted, without any consideration for unique sign design and display.

The Bridge Street District Sign Guidelines provide a variety of examples of one-of-a-kind, context-sensitive, memorable, and forward thinking signs that are appropriate for the Bridge Street District. The guidelines also emphasize the following for Master Sign Plans in Shopping Corridors:

- a) Signs and graphics should contribute to the vibrancy of the area
- b) Should be highly pedestrian-focused while remaining visible to those traveling by car or bicycle
- c) Placement of signs and graphics should assist with navigation, provide information, and identify businesses

Architectural Review Board Criteria

Section 153.174 of the Zoning Code identifies criteria for the review and approval of a Board Order for proposals within the Architectural Review District Boundaries. The following is an analysis based on those criteria.

Applicable General Review Standards

1) Character and Materials Compatible with Context

Criterion met with condition. The proposed sign materials are appropriate for the character of the structure. The colors, material and design of the sign are in keeping with the building's characteristics. The plans will need to be updated prior to sign permitting to show dimensioned sign location and mounting height meet Code.

2) Recognition and Respect of Historical or Acquired Significance

Criterion met. The proposed sign complements the acquired historic significance of the building.

3) Compatible with Relevant Design Characteristics

Criterion met. The proposed design accents the original character of the structure.

4) Appropriate Massing and Building Form

Not applicable.

5) Appropriate Color Scheme

Criterion met with condition. The proposed sign colors are appropriate and meet the *Historic Dublin Design Guidelines* for the age of the structure. ART recommends the applicant select the color scheme, Amber Slate (CW-685) with Capitol White (CW-10), to coordinate with the primary historic structure.

6) Complementary Sign Design

Criterion met. The sign design is located appropriately and complements the structure.

PART V: ADMINISTRATIVE REVIEW TEAM RECOMMENDATION

Recommendation of approval with three conditions.

- 1) The applicant select the color scheme, Amber Slate (CW-685) with Capitol White (CW-10), coordinated with the primary historic structure.
- 2) The plans be updated prior to sign permitting to show dimensioned sign location and mounting height meeting Code and updated to show approved sign type and mounting bracket.
- 3) The applicant provide a cut sheet detail of the approved mounting bracket prior to sign permitting.